

RETAIL'S IMPACT IN CALIFORNIA

1 in 4 Jobs

Retail is the nation's largest private sector employer driving the U.S. economy and creating jobs in communities around the country. Retail is everywhere — especially in California. Here is a quick look at retail in your state, visit NRF.com/retailsimpact for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



BY THE NUMBERS

418,840 - RETAIL ESTABLISHMENTS

105,033 - DIRECT LABOR INCOME
(\$MILLIONS)

3,211,805 - DIRECT RETAIL EMPLOYMENT

159,356 - DIRECT IMPACT ON GDP
(\$MILLIONS)

4,713,568 - TOTAL JOBS SUPPORTED

\$330 Billion - TOTAL IMPACT ON GDP

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CALIFORNIA

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	3,211,805	\$159,356
Administrative and waste management services	1,338,321	\$65,719
Agriculture, forestry, fishing, and related activities	443,764	\$35,612
Arts, entertainment, and recreation	570,960	\$27,857
Construction	893,094	\$65,218
Educational services	458,215	\$21,499
Finance and insurance	1,055,137	\$99,906
Health care and social assistance	1,947,136	\$128,066
Information	524,458	\$164,164
Management of companies and enterprises	218,090	\$30,613
Manufacturing	1,342,487	\$236,310
Mining	57,679	\$29,980
Other services, except public administration	1,285,248	\$44,589
Professional, scientific, and technical services	1,799,570	\$187,573
Real estate and rental and leasing	1,264,203	\$341,163
Transportation and warehousing	600,618	\$48,649
Utilities	61,302	\$27,428
Wholesale trade	767,848	\$123,406

LEARN MORE ABOUT RETAIL'S IMPACT AT NRF.COM/RETAILS-IMPACT

#thisisretail



NRF is the world's largest retail trade association, representing retailers from the United States and more than 45 countries.

PwC conducted this study based on 2012 data from the U.S. Census and other sources.